

# Real Estate Sales Agents

## Occupational Profile



### OVERVIEW

Rent, buy, or sell property for clients. Perform duties, such as study property listings, interview prospective clients, accompany clients to property site, discuss conditions of sale, and draw up real estate contracts. Includes agents who represent buyer. Belongs to the Marketing Sales career cluster and Professional Sales career pathway.

### SKILLS & KNOWLEDGE NEEDED

#### Basic Skills:

- Negotiation
- Active Listening
- Persuasion
- Speaking
- Coordination

#### Technology Skills:

- Customer Relationship Management Software
- Data Base User Interface and Query Software
- Expert System Software
- Financial Analysis Software
- Graphics or Photo Imaging Software

#### Knowledge:

- Sales and Marketing
- Customer and Personal Service
- English Language
- Law and Government
- Clerical

### DOES THIS DESCRIBE YOU?

**Work Interests** involve descriptive categories (compatible with Holland's Model) attributed to success in this career:

- **Enterprising** – Involves starting up and carrying out projects; often leading people and making business decisions that sometimes require risk.
- **Conventional** – Enjoy following set procedures and routines developed through higher authority; includes working with data and details more than with ideas.

**Work Styles** depict worker characteristics conducive for this career:

- **Integrity**
- **Dependability**
- **Independence**
- **Attention to Detail**
- **Persistence**

**Work Values** are associated with aspects of work that provide satisfaction in this career:

- **Achievement** – Sense of accomplishment; results oriented.
- **Relationships**—Provide service to others in noncompetitive environment.
- **Independence** – Autonomy; working on your own.

**Aptitudes** reflect an ability to acquire skills and knowledge for success in this career:

- **Oral Comprehension**
- **Oral Expression**
- **Speech Clarity**
- **Speech Recognition**
- **Written Comprehension**

## ESTIMATED & PROJECTED EMPLOYMENT

Occupational Title	2014 Estimated Employment	2024 Projected Employment	2014-24 Employment Change	Annual Growth Rate (%)	Total Annual Openings
Total, All Occupations	1,795,100	1,949,240	154,140	0.9	58,145
Sales & Related Occupations	178,350	192,550	14,200	0.8	6,665
Real Estate Sales Agents	1,595	1,665	70	0.4	20

Source: <https://www.iowaworkforcedevelopment.gov/occupational-projections>

## 2017 WAGE & SALARY (\$)

Occupational Title	Mean Wage	Mean Salary	Entry Wage	Entry Salary	Exp Wage	Exp Salary
Total All Occupations	20.93	43,539	10.09	20,991	26.35	54,813
Sales & Related Occupations	16.90	35,152	8.40	17,482	21.15	43,987
Real Estate Sales Agents	22.36	46,515	11.77	24,490	27.66	57,528

Source: <https://www.iowaworkforcedevelopment.gov/occupational-employment-and-wages>

## EDUCATION & TRAINING



### Education

High School Diploma

### Work Experience

None

### Job Training

Long-Term On-The-Job

A diploma is required for most real estate sales agent positions. Licenses, certificates, and/or commissions required. Sources: <https://www.iowaworkforcedevelopment.gov/occupational-projections>, [https://www.bls.gov/emp/ep\\_education\\_training\\_system.htm](https://www.bls.gov/emp/ep_education_training_system.htm), and <https://www.iowaworkforcedevelopment.gov/iowa-licensed-occupations>

## NATIONAL CAREER READINESS CERTIFICATE (NCRC)

Skill	Median Skill Level	Minimum Skill Level	Maximum Skill Level
Applied Mathematics	4	3	4
Locating Information	4	3	5
Reading for Information	5	3	5
Applied Technology	n.a.	n.a.	n.a.
Business Writing	3	3	4
Workplace Observation	3	3	3
Listening for Understanding	3	3	3

An ACT assessment-based credential issued in determining essential work skills needed for employment success across industries and occupations. The greater the score, the greater the skill level (Bronze = 3, Silver = 4, Gold = 5, Platinum = 6 & higher). Source: <http://www.act.org/content/act/en/products-and-services/workkeys-for-employers/assessments.html>

## ADDITIONAL SOURCES:

This workforce product was funded by a grant by the U.S. Department of Labor's Employment and Training Administration. The product was created by the recipient and does not necessarily reflect the official position of the U.S. Department of Labor. The Department of Labor makes no guarantees, warranties, or assurances of any kind, express or implied, with respect to such information, including, but not limited to, accuracy of the information or its completeness, timeliness, usefulness, adequacy, continued availability, or ownership. This product is copyrighted by the institution that created it. Internal use by an organization and/or personal use by an individual for non-commercial purposes is permissible. All other uses require the prior authorization of the copyright owner. This publication was produced by the Labor Market and Workforce Information Division of Iowa Workforce Development. Updates, revisions, and/or corrections made periodically. Inquiries may be directed to Brent Paulson at 515.281.3439 or Brent.Paulson@iwd.iowa.gov. Visit [www.iowalmi.gov](http://www.iowalmi.gov) to obtain the latest workforce data and trends including this document. Published 9/2017.

## PRIMARY INDUSTRY SECTORS

### (Where are Realtors Employed?)

Real Estate  
Self Employed  
Civic & Professional Organizations

Source:  
<https://www.iowaworkforcedevelopment.gov/occupational-projections>